

Application ref: 2020/4214/P
Contact: Leela Muthoora
Tel: 020 7974 2506
Email: Leela.Muthoora@camden.gov.uk
Date: 4 November 2020

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Waldon Telecom
Phoenix House
Pyrford Road
West Byfleet
KT14 6RA

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)
Prior Approval Required - Approval Refused

Address:
Hillview
2-4 Primrose Hill Road
London
NW3 3AX

Proposal:

Installation of telecommunications equipment at main roof level including 6 pole-mounted antennas, 2 x 300mm dishes, 4 cabinets and ancillary works thereto.

Drawing Nos: Waldon cover letter dated 16/09/2020, VF 13798 Coverage plots, Cornerstone Industry Site Specific Supplementary Information England V.1.1 20200529, 100 rev A, 200 rev A, 201 rev D, 300 rev A, 301 rev D

The Council has considered your application for prior approval of siting and appearance in respect of the telecommunications equipment described above determines that prior approval is required and hereby **refuses approval** for the following reasons.

Reason(s) for Objection

- 1 The proposals, by reason of their location, scale, height and design, would result in visual rooftop clutter which would cause harm to the character and appearance of the host property, local views including those from Primrose Hill, the nearby Primrose Hill Conservation Area and the setting of adjacent listed buildings, contrary to policies D1 (Design), D2 (Heritage) and A2 (Open space) of the London Borough of Camden Local Plan 2017.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Director of Economy, Regeneration and Investment